

The Great Organ Will Play Today at 9, 11 and 11:55 The Organ and Band at 4:55

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Unsettled

Warmest Welcome on Record for a Shoe Sale

A Young Man Walking Down the Street Yesterday

Looking at the sun setting after it had done its day's work said to the writer: "I have never sought to be great, I only want to do a good day's work and have it said of me that I have been faithful."

The first thought of our brave lads on the battlefronts with Pershing, when there was a chance to send a message home by a comrade returning disabled or upon a furlough, was: "Tell mother I am trying to be brave and faithful," and that true mother would send a message back to her boy:

"Tell Billy his mother wants him to be true and faithful, and then nothing is difficult."

What better message than that mother's message for any of us "to be brave and faithful in the Store and Home, or out of it."

(Signed) *Joe Wanamaker*

Sept. 11, 1919.

Of Gorgeous Beauty Are the New French Ribbons

With silk or gleaming satin for background, these new ribbons are richly brocaded in shining gold or silver thread, and the combination is perfectly beautiful.

It is such ribbons as these which are used for the panels on afternoon and evening dresses, for vestees and girdles.

There is black, a glowing coral shade, the new Brazilian red, a dark French blue, a pale blue that looks like a June sky and a dull rose—all with well-covered floral or conventional designs in gold or silver. Some look like old Chinese embroideries.

They are quite wide—9 1/2 to 1 1/2 inches—and prices are \$10 to \$25 a yard.

(Main Floor, Central)

Lovely New Designs in Rhinestone Jewelry

All are set in sterling silver, of course. Bar pins in the fashionable sizes and lengths have gallery backs to set off their brilliance, and safety catches. \$6.50 to \$17.50.

New rings, in beautiful designs, some combined with imitation sapphires, are \$6 to \$9.

Pendant necklaces are new—graceful, rhinestone-set pendants on silk cords, with rhinestone slides, \$9.50 to \$13; others on black ribbons, \$24 to \$30.

(Jewelry Store, Chestnut and Thirteenth)

In the Autumn a Girl's Thoughts Turn to New Dresses—

dresses to wear to school, to business, dresses for the street or for a matinee, dresses for an afternoon tea or a card party. Whatever kind of dress she needs or has in mind, the Young Women's Store has, too!

Smart new blue- serge dresses, in many styles, \$32.50 to \$77.50. It's to be a great season for velvet dresses, say, Dame Fashion—and velvet dresses are \$45 to \$75. Lovely indeed are the duvetyne dresses; the richness of the fabric and the unusual style give these frocks their air of distinction—\$110 to \$165—this last a fur-trimmed costume.

(Second Floor, Chestnut)

Neckwear Fashions Are Changing—

and you may see the new fashion tendencies in the Neckwear Shop.

The loveliest pieces are hand embroidery and net; cream colored make many gumpes, vestees and collars. New collars are of many shapes, round and Bertha-like or narrow and long; vestees and gumpes are quite frilly, and ruffles of lace are much in evidence.

Collar and cuff sets, some trimmed with real laces, some with handwork or hemstitching, are in many new styles.

But come in and see them for yourself!

\$1 to \$25. (Main Floor, Central)

Arabian Skins and American Skill Meet in Women's Mocha Gloves

From far-off Arabia came the skins—soft and velvety and of fine texture. Then clever American glovers made them into new gloves, and here they are, just in time to complete Madame's Autumn costume.

In gray, pique or outseam sewn, fastened with one clasp or one pearl button at the wrist, \$3.50 a pair.

With strap and buckle at the wrist and 3-inch top, in gray, outseam sewn, \$4.25 a pair; with 5 1/2-inch top, in gray, \$5.25 a pair.

Gray mochas, 8-button length, fastened with two large pearl buttons, \$6.50 a pair.

(Main Floor, Central)

New Letitia Corsets in Pretty Pink Materials

There is, for example, a very dainty corset of fancy weave for slight figures. It has elastic at the waist, eyelets and lacing below the front. \$9.

Another for tall women is in pink batiste with medium bust, long hips and strongly boned. \$8.

Also in pink batiste is a Letitia topless model for average figures at \$5.

Prettiest of all, however, is a pink broche, well boned, topless, with elastic all around the top. This is \$10.

(Third Floor, Chestnut)

Frisly and Gleaming Are the New Silk Petticoats

First off, you'll admire the colors—they are lovely! Royal purple and russet brown, silver grays and soft rose shades, blues of many shades and gay greens are all in the collection.

Some are flounced and some are tucked. Some are all of satin, some of taffeta, some of silk jersey—this last alone or combined with silk or satin.

\$5 to \$18. (Third Floor, Central)

Luxurious Fur-Collared Coats New and Marvelously Lovely



Coats of velour, wool plush, and duvetyne finished velour, so exquisitely soft you can't keep from feeling them. Warm and yet light in weight.

They have borrowed the most beautiful of colors, from flaming red to deep violet, tan, taupe, brown, gray or midnight blue. The linings are designed to add to the loveliness.

One handsome model is in wrap form gathered on to a pointed back yoke. Others are frankly loose coats. They all have large collars and often cuffs of Hudson seal (dyed muskrat), gray squirrel, ringtail, muskrat, opossum and Australian opossum.

They are \$150 to \$235. (First Floor, Central)

New French Silk Voiles Exceptionally Low-Priced—\$1.85 a Yard

We have just received a shipment of several hundred yards of heavy, high-grade French silk voiles in a few odd shades and in black to sell at a very unusual price—\$1.85 a yard.

This is a good opportunity for women who do not mind about the limited range of colors to get a high-class fabric at little cost.

(West Alate)

Every Woman Loves Velvetens and Corduroys

There never was a woman yet to whom these beautiful, rich fabrics were not becoming, and with a season of furs in prospect they are promising to be more fashionable than ever.

Just received are some fine English velvetens, fast colors, water-spot proof and in all the most desirable colors (about twenty in all), including the fur shades and black, 27, 36 and 44 inches wide, \$2.75 to \$6 a yard.

English corduroys, also new, and fast colors (about 17 in all, including white and black), 27 inches wide, \$2.50 and \$3 a yard.

(First Floor, Chestnut)

A Biography of J. William White, M. D.

By Agnes Repplier

From cover to cover this Life of the famous Philadelphia surgeon and author is interesting.

Miss Repplier deals in a delightful way with the human side of Dr. White, his travels, his triumphs in surgery and, above all, his friends. Many well-known Philadelphians were among them. Price \$2.

New Fiction

"The Broken Soldier and the Maid of France," by Henry Van Dyke. A tale woven from a beautiful myth of the battlefields and worthy to rank with the other works of this author. Price 60c.

"The Charm School," by Alice Duer Miller. A humorous story of a boarding school so out of the ordinary that it gives rise to a romance within the walls. Price \$1.40.

"The Cottage of Delight," by Will N. Harben. Romance and such dramatic action as to hold the reader's attention to the very last. Price \$1.60.

"The Little Moment of Happiness," by Clarence Buddington Kelland. Against the tragic Paris of war time is unfolded a big problem and a compelling love interest. Price \$1.60.

"From the Life," by Harvey O'Higgins, imaginary portraits of some distinguished Americans, intensely real and as interesting as your next-door neighbor. Price \$1.50.

(Main Floor, Thirteenth)

French Chocolates Are Food—as Well as Candy

and by that token, good for children. Wanamaker's French chocolates are, first of all, absolutely pure; they are smooth and rich and delicious, and ever so many grown-ups eat them with relish. Fresh every day, \$1 a pound.

Little suitcases, filled with French chocolates, 50c. Celluloid animals, horses, lambs, dogs, buffaloes or bears, ribbon tied on cakes of chocolates, 50c a piece.

Celluloid dogs, on cakes of chocolate, ribbon tied, 75c. Vanilla marshmallows—fat and sugary—50c a pound.

(Down Stairs Store, Chestnut)

Handsome Table Lamps a Feature of the Sale

For tomorrow we want to call attention to some metal-trimmed table lamps in the Lamp Sale. They have glass panel shades—chiefly amber color—and are for gas or electricity.

Taken from regular stock and reduced 25 to 30 per cent. New prices are \$7.50 to \$25.

Also good choosing in floor lamps, reading lamps, Japanese pottery lamps, boudoir lamps, umbrella lamps, wall brackets, candlesticks and shades of all sizes at 25 to 50 per cent reductions.

(Fourth Floor, Central)

All-Black Handbags

Some of silk, others of leather and still others rich black beaded bags from Paris.

Handbags that combine a quiet dignity with correct style.

The leather bags are \$1.50 to \$10. Silk, \$2.75 to \$7.50. Beaded, \$25 to \$45.

(Main Floor, Chestnut)

Time to Think About the Photographic Exhibition

The Fourteenth Annual Exhibition of Photographs at Wanamaker's will be held March 1 to 13, 1920. Entries close February 7. Circulars of details, giving rules and prizes, may be had in the Camera Store.

(Main Floor, Chestnut)

And why not?

Here, at a time when every one needs new shoes for Fall and Winter, and when prices are higher than they have been in this generation, Wanamaker's throws

Over 30,000 Pair of Shoes on the Market at Average Half Price

High shoes and low shoes, for men and for women. You can get all the shoes you need for the coming winter, or footwear for next summer, if you like. And save good money.

They are good shoes, too. Regular Wanamaker standard shoes, most of them taken out of regular stock and reduced.

But please remember that the best values are going out fast.

Women's Shoes

Low white shoes at \$2.75, \$4.75 and \$6.75—incomplete sizes of evening pumps, street, dress and sports shoes.

High shoes at \$4.40—heavy tan grain lace boots, black calfskin lace boots and two shapes of black glazed kidskin shoes.

Low shoes at \$4.75—street oxfords and pumps, sizes broken.

High golf shoes at \$4.75—bluchers, with perforated straight tips.

High shoes at \$6.75—black and tan lace shoes.

Low shoes at \$6.75—fine black and tan oxfords and pumps of calfskin and patent leather; sizes incomplete.

High shoes at \$7.75—fine black and tan shoes with various shapes of toes and heights of heels.

High shoes at \$8.75—combination lace boots in black and tan and patent leather.

(First Floor, Market)

Men's Shoes

High shoes at \$4.85—good, substantial Winter shoes in black and tan, some with fiber soles.

High shoes at \$5.90—about half of them are extra-heavy black or tan grain calfskin.

High shoes at \$8.40—fine black and tan calfskin shoes made on smart English lasts.

Low shoes at \$8.40—black and tan, in various toe shapes.

High shoes at \$9.75—extra-fine custom-style shoes in various models but incomplete as to sizes.

Low shoes at \$9.75—extra-fine custom-style shoes in white buckskin and black and tan calfskin. Sizes incomplete.

Also several thousand pair of men's Army and Marine Corps shoes at \$4.65 and moccasins at 75c to \$1.75, according to size. These are not newly reduced, but the values are extraordinary.

(Main Floor, Market)

The Fashion in Men's Fall Clothes

is faithfully typified in the initial groups of new suits now shown in the Men's Clothing Store.

They are distinctive and novel, but in no way outlandish. They are in all respects manly.

Double-breasted, two-button coats are the style. Generally speaking, they are cut a trifle longer this year, the waist line is high and the lines graceful.

The waist-line model is still in evidence, but an especially favored style has a belt either half way around or else running all the way inside or outside.

Trousers are cut straight and in a moderate width, not tight and not loose.

In the advance guard blue, brown and gray are the prevailing shades.

It is an interesting but not large showing of suits that faithfully interprets all that is finest in men's new Fall clothing fashions.

Prices from \$35 to \$65.

(Third Floor, Market)

Men's Finest Soft Hats Made in America

Setting a mark of hat excellence which manufacturers of any land will do well to equal.

Correct in style, distinctive in shape, pleasing in coloring and rich in material.

Sold at Wanamaker's only in Philadelphia.

Prices \$5, \$6, \$7 and \$10.

(Main Floor, Market)

Men's Redleaf London Terry Bath Robes

Handsomest Terry-cloth bath robes you ever saw.

Some in stripes, others in solid colors with cuffs and collar band of contrasting color.

And such colors!

Price \$25.

(Main Floor, Market)

Men's Extra-Size Handkerchiefs—\$1 a Dozen

For the man who wants a very generous size handkerchief is this good, practical style at \$7 a dozen. It's of spotless, firm Irish linen with 1/4 or 3/4 inch hems. We've just unpacked a new shipment.

New, too, and much liked are the hemstitched handkerchiefs with tapes above the hem—\$12 a dozen.

(West Alate)

Such Fine Umbrellas—and So Many of Them!

We don't believe there were ever such numbers here before at one time. The reason is that umbrellas are not being made fast enough to supply the demand, and we have brought in our holiday stock very early.

At \$2.50—Men's and women's cotton umbrellas, tape edge, paragon frames.

At \$3—Men's umbrellas, fine-cotton coverings, guaranteed for one year that the cover won't cut.

At \$4—Women's silk-and-cotton umbrellas, tape edge, paragon frames, sample handles.

At \$5—Women's all-silk umbrellas, black and colors, bakelite top handles, silk cord loops.

Men's fine silk-and-cotton umbrellas, silk selvedge edge, plain and carved wood handles.

(Main Floor, Market)

The China Sale Is Wonderfully Strong in French and English Dinner Sets

Large assortments of French and English dinner sets are extremely scarce. In that respect, our September China Sale is a notable exception.

We show these sets in large and satisfying variety, and we are certain that there is no assortment anywhere else that compares with the collection to be found in this sale. In the variety and desirableness of the wares and the lowness of the prices it is exceptional to a unique degree—a fact which any discerning customer will recognize and which many have recognized.

These French and English sets are of a particularly good quality, the French goods showing a remarkable improvement over any that have been seen in recent years.

It should be noted that every dinner set in our possession is offered at a reduced price in this sale.

The average reduction is 25 per cent. This includes over 100 open-stock patterns—a fine field of selection with unlimited opportunities to replenish.

The French china dinner sets begin at \$32.50 and go up to \$300 a set. English semi-porcelain sets go from \$22.50 up to \$45.

All are sets of 106 or 107 pieces. There is a large collection of high-grade cut glass in the sale at savings of 25 to 50 per cent; also of light-cut glassware in a great wealth of attractive etchings at unusual economies.

(Fourth Floor, Chestnut)



Additions to the Fine Suits in the Men's London Shop

New shipments enlarge the assortment of this distinctive clothing for Fall and Winter.

Suits of chevot, tweed, homespun and unfinished worsted, individual in design and captivating in color.

Prices are \$42.50 to \$75.

(The Gallery, Chestnut)

More Than a Carload of Kitchen Cabinets and Porcelain Top Tables in the Housewares Sale

The kitchen cabinets are made with the same care as is the best furniture, and fitted with the latest kitchen conveniences.

1. All-white kitchen cabinets with sliding top, larger than usual size with tilting flour bin, sugar jar, salt and spice jars, coffee and tea containers, sliding cupboard shelves, \$78.50 each.

2. Oak kitchen cabinets in the same design as No. 1, \$68.75.

3. Oak kitchen cabinets, special at \$57.50. A similar model to No. 1, but a smaller size.

The porcelain tops of the tables in this sale have been tested and approved by Good Housekeeping Institute, National Housewives League, The Tribune Institute and Today's Housewife, and are priced at \$13.50 and \$14.75. All are white enameled and have drawer space.

(Fourth Floor, Market)